

**Abstract**

Disclosed are methods of treating subterranean formations by first providing a suspension of colloidal particles prior to the injection of viscoelastic based treatment fluid, and injecting the treatment fluid into a well. The colloidal particles reduce fluid loss into the formation. According to a second embodiment, the treating fluid includes a hydrophobically-modified polymer, said hydrophobically-modified polymer being present at a concentration between approximately its overlap concentration  $c^*$  and approximately its entanglement concentration  $c_e$ . The method is particularly useful for fracturing operations in medium to high permeability formations.